

Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name

Coulee Region Childhood Obesity Coalition

Contact Information

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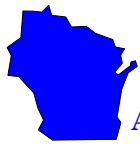
Program Information

Type of Program Coalition
Year Coalition was Formed 2000
Primary program focus Both Physical Activity & Nutrition
Region Western
County La Crosse
Coalition Web Site Address www.childhoodobesitycoalition.org

Program Information

Represented Groups on Coalition Community Health Care Health Dept Schools University UW-EX WIC	Represented Professions on Coalition Child Care Citizen Rep Dietitian Educator Nurse Physician
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name Safe Routes to School

Intervention Information

Type of Intervention: Physical Activity Event
Focus Area: Biking/walking
Intervention Site or Setting: School
Scope of Intervention: School
Target Audience: All races and genders, Ages 5-11
Total Population in Area Served: Approximately 225 Elementary School students
Number of Participants: 225 elementary students
Implementation Status: Will be ongoing

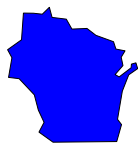
Partners: City of Onalaska Planning Dept, Elementary School principal & the coalition
Unique Funding:
Evaluation: Impact on Behavior
Evidence-Based or Best Practice based on Am J Prev Med

Products Developed or Materials Used:

Will have a map with safe routes identified for children at the school to use

Intervention Description:

We are working with the Onalaska City Planner to identify safe routes children attending Irving Pertsch Elementary School could take to walk/bike to school. While all kids attending the school walk or bike to school per a survey conducted in the Fall of 2004, all are close enough to do so. This spring, the planner will have the routes identified & mapped & we will launch our Safe Routes Initiative as part of the Stepping Up to a Healthy Lifestyle initiative.



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Intervention Name

Development of School Wellness Policies

Intervention Information

Type of Intervention: Physical Activity and Nutrition - Policy
Focus Area: Vending
Intervention Site or Setting: School
Scope of Intervention: School
Target Audience: All races and genders, Ages 12-19
Total Population in Area Served: 1200 students
Number of Participants: 1200 students
Implementation Status: One-time

Partners: School system administrators & teachers, parents, School Board, Coalition, students
Unique Funding:
Evaluation: Other
Evidence-Based or Best Practice based on

Products Developed or Materials Used:

District wide wellness policy will be developed

Intervention Description:

The Coalition is working with 3 school districts to assist in the development of the school wellness policy required as part of the Child Nutrition reauthorization

A Wisconsin Nutrition and Physical Activity Intervention



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Intervention Name Stepping Up to a Healthy Lifestyle

Intervention Information

Type of Intervention:
Physical Activity & Nutrition - Event
Focus Area:
General Physical Activity & Nutrition
Intervention Site or Setting:
Community
Scope of Intervention:
County
Target Audience:
All races, genders and ages
Total Population in Area Served:
100,000
Number of Participants:
Unknown at this time--just started
Implementation Status:
6 month time period

Partners:

All coalition partners are participating, local media

Unique Funding:

Grants from the State Diabetes Program & Children's Miracle Network for pedometers

Evaluation:

Impact on Behavior – One-time survey
Service data - Monthly

Evidence-Based or Best Practice based on

Community campaigns are felt to be very effective @ changing behavior & knowledge

Products Developed or Materials Used:

Pedometer Loan Program

Intervention Description:

The Coalition is launching the Stepping Up to a Healthy Lifestyle campaign organized by UW-Extension. MDs are talking with their patients about the nutrition/activity messages, child care providers are receiving the messages, WIC families, clients enrolled in Health Dept weight management programming & Family Resources patrons. We have also applied for & received 2 grants to purchase 450 pedometers which we will loan out to people interested in increasing their physical activity